

STUDENT NUMBER: 2103430

MODULE: CHANGEMAKERS: BUILDING YOUR PERSONAL BRAND FOR SUSTAINABLE EMPLOYMENT

CODE: ADAA5001

LECTURER: PAUL DUERINCKX & HOLLY SLINGSBY

WORD COUNT: 1,213

Website Evaluation

My website: <https://2103430.wixsite.com/etphotography>

Tom Hull's website was one of the ones I observed before building my own (Hull, 2023). His website was simple to use because all of the components were readily visible and accessed via a horizontal menu in the upper right corner of the page, which also made it simple for viewers to locate. On his website, Hull has a section titled Info that includes his biography, a client list, a contact section, a list of details about the agency that represents him, a section for social media, a link to an Instagram account that displays his current project, a link to download his portfolio, and a link to a scanning and printing business. Hull has made it simple for the audience to get all the information they require about him by organising the content in this manner, something I want to make sure I do when I design my own website. The fact that Hull's personal art Instagram and the Instagram he built for his project named Portrait of Frome are the only social media accounts listed on this page shows that this photographer does not utilise any other social media platforms to display the work he produces. When compared to other photographers, who frequently use multiple social media platforms, this is less typical. In my own case, I only use one Instagram account specifically for my work. One aspect of Hull's website design that I did not care for was that when you first open it, you are taken to the overview, which features a number of his own images that are also displayed under the projects area. By doing this, I discovered that I was repeatedly viewing many of the same images, which made the project section irrelevant to me because I was interested in seeing new images rather than the same ones over

and over. As for my own website, I will not be creating a similar first page layout because I do not want my visitors to experience the same opinions I did while exploring Hull's website. The fact that the overview and journal portions of this website both had white backgrounds, while the projects section, the commissions section all had very pale-yellow backgrounds and the info section was green respectively, made me dislike the colour scheme used for this website. For my website, I want the background to be cohesive because I don't like how it looks somewhat disjointed.

The second website I viewed was Marianna Simnett's, and like Hull's, it was simple to navigate because to the usage of a horizontal menu (Simnett, 2023). A photograph of Simnett taken by Christoph Voy is shown in the Portfolio section, and above the photo is a link to a 39-page PDF document that includes her CV, her biography, and a content page that describes each piece of work she has produced. The viewer can also click the titles of the pieces to be directed to the appropriate location. The contents page makes everything easy to find, but I don't think I'll make a PDF that shows off my work when I build my website. I much preferred the layout on Hull's Project page because you can click into each individual project there, whereas with the PDF, I had to download it in order to view it. In addition, rather than including my resume and biography with the work I have produced, I will be creating a distinct section for them on my website. Under the section titled *Now* it displays the work that she is currently exhibiting, this is a section I would think about adding to my website because it would keep visitors informed about what work I am showing so that, if they liked my work, they would know if they could view it in person rather than on a screen. Under the section title *Press* it shows the magazine *Monopol* as she has been featured on the cover of it, if the viewer clicks on the cover they will be sent to another website as it opens up the article that was written about the photographer. Every page on the website has a white background, but the top, where the horizontal menu is located, is black. Because it is also cohesive and does not detract from any of the work she is displaying, I prefer the colour scheme for this website more than the previous one. Links to the photographers' accounts on Instagram, Facebook, Twitter, and Vimeo are displayed at the bottom of each page, along with the option to become a patron. The artist's name is not displayed when you first open the website on the

home page, but you can return there by clicking on the artist's initials in the top left corner. Instead of adding a section to my website called "home," I enjoy the notion of having the artists' initials take you to the home page since, in my perspective, it looks more professional.

Evaluation

Each section of the website I've created is readily accessible from the horizontal menu, just like the websites for photographers I've visited. I wanted to make sure that visitors to my website could quickly locate whatever they needed because if it was too difficult to navigate, visitors would probably give up and cease viewing my work, which is something I do not want to happen because then nobody would see what I produce. The website can be viewed on both a laptop and a phone because I wanted to make it easily accessible to everyone, and since it is highly likely that someone will view my website on a phone if I give it to them or post the link on social media, it was crucial that I make sure it will function and appear properly in this setting. When I uploaded my photos to the website, I took care to make sure they weren't large files because this would make it take longer for the viewer to view my website. The colour scheme I chose for my website features a black background and a white typeface, with the exception of the front page where the white font blends into the background I selected so I changed it to a black font. Viewers may not like the colour scheme I've chosen because most people gravitate towards white backgrounds because they connect them to the way gallery displays operate. However, this is not what I wanted to do with my work because I thought a black background complemented it more effectively. On the front page of my website when viewed on a phone, the Instagram logo and the ETP does not stand out against the background that well. I intend to change this because it is crucial that the ETP, which stands for Ellie Thomas Photography, is noticeable because it must be clicked if the user wants to return to the home page. My website's URL, which starts with the domain name of my university email and ends with wixsite.com, is another thing I would change. They would consider this to be highly unprofessional if I showed it to a client or gallery. To resolve this,

I will be creating an email with my photography name and then paying to remove the wixsite.com from the URL.

Reference List

Hull, T. (2023) *Tom Hull - Photographic artist, Tom Hull photographic artist*. Available at: <https://tomhull.co.uk/> (Accessed: 02 May 2023).

Simnett, M. (2023) *Marianna Simnett*. Available at: <https://mariannasimnett.com/> (Accessed: 02 May 2023).